# NEWSPRINT DIVISION

MONTHLY STATISTICAL REPORT
(In Metric Tonnes)

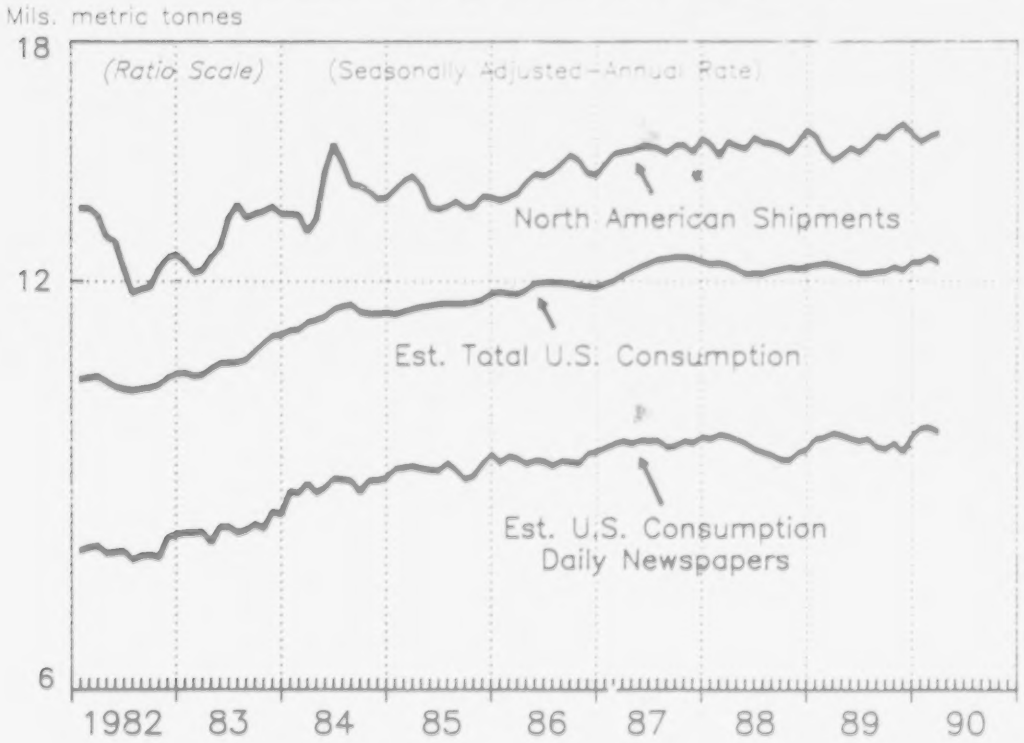
AMERICAN PAPER INSTITUTE
260 Madison Avenue, New York, N.Y. 10016

REPORT FOR MARCH, 1990

The percent change of North American shipments of newsprint by area in the United States 1989 vs. 1988 is as follows:

| | | | |
|---|---|---|---|
| South Atlantic | +2.1 | East South Central | -4.4 |
| West South Central | +0.1 | West North Central | -4.9 |
| Pacific | -0.5 | Middle Atlantic | -5.3 |
| Mountain | -1.2 | New England | -8.1 |
| East North Central | -1.5 | TOTAL | -2.0 |

## TOTAL U.S. NEWSPRINT CONSUMPTION AND NEWSPRINT SHIPMENTS FROM NORTH AMERICA





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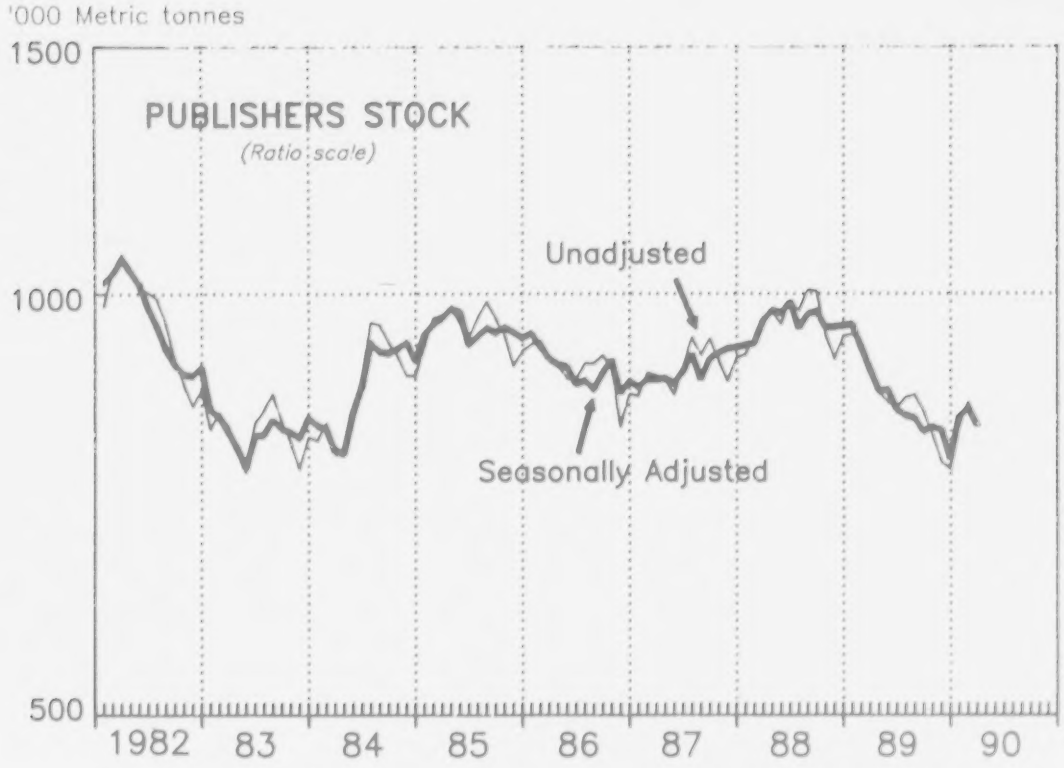
ISSUED: 4/25/90




UNITED STATES COMPANIES PARTICIPATING IN REPORT

| | | |
|---|---|---|
| Augusta Newsprint Company | Garden State Paper Company | Newsprint South, Inc. |
| Bear Island Paper Company | Golden State Newsprint Co. Inc. | North Pacific Paper Company |
| Boise Cascade Corporation | Great Northern Paper Company | Ponderay Newsprint Company |
| Bowater Inc. | Inland Empire Paper Company | Smurfit Newsprint Corporation |
| Champion International Corp. | James River Corporation | Southeast Paper Mfg. Company |
| FSC Paper Company, L.P. | Manistique Papers, Inc. | Stone Container Corporation |

Data for non-reporting company have been estimated.

In addition to the above contributing companies, the inputs for this report are dependent upon data received from the Canadian Pulp & Paper Association, the American Newspaper Publishers Association, and the U.S. Bureau of Census.

# NEWSPRINT STATISTICS



(In Thousands of Metric Tonnes) (Not Seasonally Adjusted)

| | NORTH AMERICA | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PRODUCTION | | | | SHIPMENTS | | | | STOCKS-END OF MONTH | | | |
| | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change |
| January | 1,262.2 | 1,298.4 | 1,299.2 | + 0.1 | 1,141.7 | 1,191.2 | 1,212.7 | + 1.8 | 345.7 | 443.6 | 464.2 | + 4.6 |
| February | 1,237.4 | 1,172.6 | 1,209.4 | + 3.1 | 1,203.7 | 1,132.5 | 1,185.8 | + 4.7 | 379.4 | 483.8 | 487.8 | + 0.8 |
| March | 1,325.8 | 1,264.6 | 1,286.2 | + 1.7 | 1,328.0 | 1,264.7 | 1,317.6 | + 4.2 | 377.1 | 483.6 | 456.4 | - 5.6 |
| April | 1,265.2 | 1,252.5 | | | 1,222.3 | 1,217.1 | | | 420.0 | 519.1 | | |
| May | 1,314.2 | 1,287.7 | | | 1,305.9 | 1,304.6 | | | 428.3 | 502.1 | | |
| June | 1,236.0 | 1,240.7 | | | 1,293.1 | 1,261.2 | | | 371.3 | 481.7 | | |
| July | 1,250.9 | 1,288.7 | | | 1,213.8 | 1,247.0 | | | 408.2 | 523.4 | | |
| August | 1,295.3 | 1,299.3 | | | 1,295.3 | 1,280.3 | | | 408.2 | 542.3 | | |
| September | 1,223.8 | 1,229.0 | | | 1,266.1 | 1,299.6 | | | 365.8 | 471.7 | | |
| October | 1,313.3 | 1,323.3 | | | 1,250.3 | 1,329.8 | | | 428.8 | 465.2 | | |
| November | 1,272.8 | 1,255.4 | | | 1,289.4 | 1,297.0 | | | 412.3 | 423.6 | | |
| December | 1,269.5 | 1,250.3 | | | 1,345.5 | 1,296.3 | | | 336.3 | 377.6 | | |
| 3 MONTHS | 3,825.4 | 3,735.6 | 3,794.8 | + 1.6 | 3,673.4 | 3,588.4 | 3,716.1 | + 3.6 | | | | |
| TOTAL YEAR | 15,266.4 | 15,162.5 | | | 15,155.1 | 15,121.3 | | | | | | |

| | DISTRIBUTION OF NORTH AMERICAN SHIPMENTS | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TO UNITED STATES | | | | TO CANADA | | | | TO OTHER MARKETS | | | |
| | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change |
| January | 952.7 | 954.8 | 992.4 | + 3.9 | 89.5 | 99.4 | 92.0 | - 7.4 | 99.5 | 137.0 | 128.3 | - 6.4 |
| February | 975.9 | 888.0 | 949.1 | + 6.9 | 95.2 | 87.5 | 92.4 | + 5.6 | 132.6 | 157.0 | 144.3 | - 8.1 |
| March | 1,065.8 | 999.0 | 1,027.0 | + 2.8 | 105.4 | 88.4 | 101.6 | +14.9 | 156.8 | 177.3 | 189.0 | + 6.6 |
| April | 985.8 | 939.7 | | | 97.6 | 94.5 | | | 138.9 | 182.9 | | |
| May | 1,016.5 | 983.4 | | | 104.4 | 105.0 | | | 185.0 | 216.2 | | |
| June | 1,006.8 | 971.0 | | | 101.3 | 94.7 | | | 185.0 | 195.5 | | |
| July | 955.7 | 959.6 | | | 96.5 | 87.0 | | | 161.6 | 200.4 | | |
| August | 1,018.4 | 999.3 | | | 95.5 | 89.9 | | | 181.4 | 191.1 | | |
| September | 1,013.0 | 994.2 | | | 99.7 | 91.7 | | | 153.4 | 213.7 | | |
| October | 995.0 | 1,033.3 | | | 101.7 | 104.7 | | | 153.6 | 191.8 | | |
| November | 993.5 | 1,026.3 | | | 110.1 | 99.0 | | | 185.8 | 171.7 | | |
| December | 1,043.2 | 1,032.1 | | | 101.0 | 99.4 | | | 201.3 | 164.8 | | |
| 3 MONTHS | 2,994.4 | 2,841.8 | 2,968.5 | + 4.5 | 290.1 | 275.3 | 286.0 | + 3.9 | 388.9 | 471.3 | 461.6 | - 2.1 |
| TOTAL YEAR | 12,022.3 | 11,780.7 | | | 1,197.9 | 1,141.2 | | | 1,934.9 | 2,199.4 | | |

SOURCE: Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp and Paper Association

# NEWSPRINT STATISTICS



(In Thousands of Metric Tonnes)

(Not Seasonally Adjusted)

| | UNITED STATES | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PRODUCTION | | | | SHIPMENTS | | | | STOCKS-END OF MONTH | | | |
| | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change |
| January | 452.3 | 460.2 | 501.9 | + 9.1 | 437.2 | 436.9 | 497.2 | +13.8 | 51.2 | 71.4 | 61.2 | -14.3 |
| February | 434.4 | 403.6 | 462.4 | +14.6 | 434.9 | 411.5 | 467.4 | +13.6 | 50.7 | 63.6 | 56.2 | -11.6 |
| March | 462.6 | 468.5 | 492.2 | + 5.1 | 458.2 | 461.6 | 492.8 | + 6.8 | 55.0 | 70.4 | 55.6 | -21.0 |
| April | 451.0 | 448.8 | | | 446.1 | 441.8 | | | 59.9 | 77.5 | | |
| May | 466.0 | 457.5 | | | 462.8 | 462.4 | | | 63.2 | 72.5 | | |
| June | 444.8 | 451.7 | | | 448.6 | 451.8 | | | 59.4 | 72.5 | | |
| July | 435.9 | 473.9 | | | 430.7 | 472.3 | | | 64.5 | 74.1 | | |
| August | 461.4 | 462.3 | | | 458.8 | 469.1 | | | 67.1 | 67.3 | | |
| September | 446.3 | 468.6 | | | 446.8 | 469.5 | | | 66.6 | 66.4 | | |
| October | 460.5 | 477.2 | | | 460.5 | 477.6 | | | 66.6 | 66.0 | | |
| November | 447.6 | 467.8 | | | 455.6 | 480.6 | | | 58.6 | 53.1 | | |
| December | 464.0 | 482.9 | | | 474.5 | 479.6 | | | 48.1 | 56.4 | | |
| 3 MONTHS | 1,349.3 | 1,332.3 | 1,456.5 | + 9.3 | 1,330.3 | 1,310.0 | 1,457.4 | +11.3 | | | | |
| TOTAL YEAR | 5,426.8 | 5,523.0 | | | 5,414.7 | 5,514.7 | | | | | | |

| | DISTRIBUTION OF UNITED STATES SHIPMENTS | | | | | | | | SHIPMENTS TO THE UNITED STATES FROM OVERSEAS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TO UNITED STATES | | | | TO OTHER MARKETS | | | | | | | |
| | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change |
| January | 412.7 | 396.6 | 458.3 | +15.6 | 24.5 | 40.3 | 38.9 | - 3.5 | 16.5 | 15.2 | 24.3 | +59.9 |
| February | 411.9 | 373.3 | 435.1 | +16.6 | 23.0 | 38.2 | 32.3 | -15.4 | 20.0 | 11.5 | 4.9 | -57.4 |
| March | 435.6 | 424.7 | 459.7 | + 8.2 | 22.6 | 36.9 | 33.1 | -10.3 | 23.1 | 26.4 | | |
| April | 419.8 | 401.6 | | | 26.3 | 40.2 | | | 35.0 | 8.6 | | |
| May | 435.0 | 419.3 | | | 27.8 | 43.1 | | | 19.5 | 18.0 | | |
| June | 421.1 | 407.2 | | | 27.5 | 44.6 | | | 22.9 | 24.4 | | |
| July | 390.4 | 410.6 | | | 40.3 | 61.7 | | | 18.6 | 5.6 | | |
| August | 423.6 | 425.6 | | | 35.2 | 43.5 | | | 25.2 | 19.1 | | |
| September | 411.3 | 430.1 | | | 35.5 | 39.4 | | | 37.3 | 31.0 | | |
| October | 419.0 | 441.8 | | | 41.5 | 35.8 | | | 21.5 | 14.3 | | |
| November | 416.8 | 448.8 | | | 38.8 | 31.8 | | | 20.8 | 9.9 | | |
| December | 436.1 | 449.9 | | | 38.4 | 29.7 | | | 14.7 | 17.9 | 2 MOS. Y-T-D | |
| 3 MONTHS | 1,260.2 | 1,194.6 | 1,353.1 | +13.3 | 70.1 | 115.4 | 104.3 | - 9.6 | 36.5 | 26.7 | 29.2 | + 9.4 |
| TOTAL YEAR | 5,033.3 | 5,029.5 | | | 381.4 | 485.2 | | | 275.1 | 201.9 | | |

SOURCE: Newsprint Division, American Paper Institute and Bureau of Census.

NEWSPER005:004CHT.WP

# NEWSPRINT STATISTICS



(In Thousands of Metric Tonnes)

(Not Seasonally Adjusted)

| | CANADA | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | PRODUCTION | | | | SHIPMENTS | | | | STOCKS-END OF MONTH | | | |
| | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change |
| January | 809.9 | 838.2 | 797.3 | - 4.9 | 704.5 | 754.3 | 715.5 | - 5.1 | 294.5 | 372.2 | 403.0 | + 8.3 |
| February | 803.0 | 769.0 | 747.0 | - 2.9 | 768.8 | 721.0 | 718.4 | - 0.4 | 328.7 | 420.2 | 431.6 | + 2.7 |
| March | 863.2 | 796.1 | 794.0 | - 0.3 | 869.8 | 803.1 | 824.8 | + 2.7 | 322.1 | 413.2 | 400.8 | - 3.0 |
| April | 814.2 | 803.7 | | | 776.2 | 775.3 | | | 360.1 | 441.6 | | |
| May | 848.2 | 830.2 | | | 843.1 | 842.2 | | | 365.1 | 429.6 | | |
| June | 791.2 | 789.0 | | | 844.5 | 809.4 | | | 311.9 | 409.2 | | |
| July | 815.0 | 814.8 | | | 783.1 | 774.7 | | | 343.7 | 449.3 | | |
| August | 833.9 | 837.0 | | | 836.5 | 811.2 | | | 341.1 | 475.0 | | |
| September | 777.5 | 760.4 | | | 819.3 | 830.1 | | | 299.2 | 405.3 | | |
| October | 852.8 | 846.1 | | | 789.8 | 852.2 | | | 362.2 | 399.2 | | |
| November | 825.2 | 787.6 | | | 833.8 | 816.4 | | | 353.7 | 370.5 | | |
| December | 805.5 | 767.4 | | | 871.0 | 816.7 | | | 288.2 | 321.2 | | |
| 3 MONTHS | 2,476.1 | 2,403.3 | 2,338.3 | - 2.7 | 2,343.1 | 2,278.4 | 2,258.7 | - 0.9 | | | | |
| TOTAL YEAR | 9,839.6 | 9,639.5 | | | 9,740.4 | 9,606.6 | | | | | | |

| | DISTRIBUTION OF CANADIAN SHIPMENTS | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TO UNITED STATES | | | | TO CANADA | | | | TO OTHER MARKETS | | | |
| | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change |
| January | 540.0 | 558.2 | 534.1 | - 4.3 | 89.5 | 99.4 | 92.0 | - 7.4 | 75.0 | 96.7 | 89.4 | - 7.5 |
| February | 564.0 | 514.7 | 514.0 | - 0.1 | 95.2 | 87.5 | 92.4 | + 5.6 | 109.6 | 118.8 | 112.0 | - 5.7 |
| March | 630.2 | 574.3 | 567.3 | - 1.2 | 105.4 | 88.4 | 101.6 | +14.9 | 134.2 | 140.4 | 155.9 | +11.0 |
| April | 566.0 | 538.1 | | | 97.6 | 94.5 | | | 112.6 | 142.7 | | |
| May | 581.5 | 564.1 | | | 104.4 | 105.0 | | | 157.2 | 173.1 | | |
| June | 585.7 | 563.8 | | | 101.3 | 94.7 | | | 157.5 | 150.9 | | |
| July | 565.3 | 549.0 | | | 96.5 | 87.0 | | | 121.3 | 138.7 | | |
| August | 594.8 | 573.7 | | | 95.5 | 89.9 | | | 146.2 | 147.6 | | |
| September | 601.7 | 564.1 | | | 99.7 | 91.7 | | | 117.9 | 174.3 | | |
| October | 576.0 | 591.5 | | | 101.7 | 104.7 | | | 112.1 | 156.0 | | |
| November | 576.7 | 577.5 | | | 110.1 | 99.0 | | | 147.0 | 139.9 | | |
| December | 607.1 | 582.2 | | | 101.0 | 99.4 | | | 162.9 | 135.1 | | |
| 3 MONTHS | 1,734.2 | 1,647.2 | 1,615.4 | - 1.9 | 290.1 | 275.3 | 286.0 | + 3.9 | 318.8 | 355.9 | 357.3 | + 0.4 |
| TOTAL YEAR | 6,989.0 | 6,751.2 | | | 1,197.9 | 1,141.2 | | | 1,553.5 | 1,714.2 | | |

SOURCE: Newsprint Section, Canadian Pulp and Paper Association.

NEWSPER005:005CHT.WP

# NEWSPRINT STATISTICS

(In Thousands of Metric Tonnes)

(Not Seasonally Adjusted)

| | TOTAL UNITED STATES ESTIMATED CONSUMPTION | | | | | | | | DAILY NEWSPAPERS TO TOTAL ALL USERS | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | DAILY NEWSPAPERS (1) | | | | ALL USERS | | | | | | |
| | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 |
| January | 708.7 | 713.1 | 729.3 | + 2.3 | 953.0 | 957.0 | 966.0R | + 0.9 | 74.4 | 74.5 | 75.5R |
| February | 717.8 | 691.9 | 701.1R | + 1.3 | 958.0 | 929.0 | 936.0R | + 0.8 | 74.9 | 74.5 | 74.9R |
| March | 786.9 | 787.7 | 782.6P | - 0.6 | 1,051.0 | 1,047.0 | 1,044.0P | - 0.3 | 74.9 | 75.2 | 75.0P |
| April | 760.8 | 791.2 | | | 1,014.0 | 1,051.0 | | | 75.0 | 75.3 | |
| May | 789.3 | 780.2 | | | 1,050.0 | 1,037.0 | | | 75.2 | 75.2 | |
| June | 734.6 | 740.5 | | | 989.0 | 983.0 | | | 74.3 | 75.3 | |
| July | 709.0 | 719.1 | | | 960.0 | 951.0 | | | 73.9 | 75.6 | |
| August | 723.5 | 742.7 | | | 988.0 | 1,000.0 | | | 73.2 | 74.3 | |
| September | 753.7 | 764.3 | | | 1,039.0 | 1,033.0 | | | 72.5 | 74.0 | |
| October | 813.1 | 823.8 | | | 1,126.0 | 1,109.0 | | | 72.2 | 74.3 | |
| November | 795.7 | 818.5 | | | 1,086.0 | 1,115.0 | | | 73.3 | 73.4 | |
| December | 757.4 | 766.1 | | | 1,030.0 | 1,029.0 | | | 73.5 | 74.5 | |
| 3 MONTHS | 2,213.4 | 2,192.7 | 2,213.0 | + 0.9 | 2,962.0 | 2,933.0 | 2,946.0 | + 0.4 | | | |
| TOTAL YEAR | 9,050.5 | 9,139.1 | | | 12,244.0 | 12,241.0 | | | | | |

P - Preliminary R - Revised

(1) Based on data from AMPA - member newspapers in statistical sample.

(Seasonally Adjusted)

| | TOTAL UNITED STATES ESTIMATED CONSUMPTION | | | | | | | | TOTAL NORTH AMERICAN SHIPMENTS | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | DAILY NEWSPAPERS | | | | ALL USERS | | | | | | | |
| | Seas. Adj.-3 Mon.Moving Avg. Annual Basis | | | | Seas. Adj.-3 Mon.Moving Avg. Annual Basis | | | | Seasonally Adjusted Annual Basis | | | |
| | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change | 1988 | 1989 | 1990 | % Change |
| January | 9,181 | 9,178 | 9,347R | + 1.8 | 12,340 | 12,320 | 12,380R | + 0.5 | 14,614 | 15,068 | 15,179 | + 0.7 |
| February | 9,258 | 9,201 | 9,355R | + 1.7 | 12,360 | 12,350 | 12,490R | + 1.1 | 14,970 | 14,758 | 15,467 | + 4.8 |
| March | 9,220 | 9,265 | 9,285P | + 0.2 | 12,310 | 12,320 | 12,380P | + 0.5 | 15,422 | 14,659 | 15,362 | + 4.8 |
| April | 9,172 | 9,232 | | | 12,230 | 12,260 | | | 14,699 | 15,030 | | |
| May | 9,110 | 9,182 | | | 12,130 | 12,210 | | | 15,287 | 15,049 | | |
| June | 9,027 | 9,141 | | | 12,150 | 12,140 | | | 15,296 | 14,740 | | |
| July | 8,971 | 9,178 | | | 12,140 | 12,140 | | | 15,020 | 15,446 | | |
| August | 8,910 | 9,050 | | | 12,200 | 12,180 | | | 15,230 | 15,232 | | |
| September | 8,867 | 9,021 | | | 12,230 | 12,190 | | | 14,869 | 15,324 | | |
| October | 8,859 | 9,124 | | | 12,270 | 12,280 | | | 14,944 | 15,708 | | |
| November | 8,972 | 8,955 | | | 12,240 | 12,200 | | | 15,384 | 15,600 | | |
| December | 9,026 | 9,221R | | | 12,280 | 12,380R | | | 15,611 | 15,175 | | |
| 3 MONTHS AVERAGE ANNUAL RATE | 9,220 | 9,215 | 9,329 | + 1.2 | 12,337 | 12,330 | 12,417 | + 0.7 | | | | |

P - Preliminary R - Revised

SOURCE: American Newspaper Publishers Association, Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp and Paper Association.

NEWSPER006:006CHT.WP

# NEWSPRINT STATISTICS



(In Thousands of Metric Tonnes)

| | ANPA SURVEY OF NEWSPAPERS PUBLISHERS STOCK - END OF MONTH | | | | | | | | End of Month - Day's Supply - Consumers' Stocks on Hand & in Transit (1) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | UNADJUSTED | | | | SEASONALLY ADJUSTED | | | | ANPA SURVEY | | |
| | 1988 | 1989 | 1990 | % Change | 1988R | 1989R | 1990 | % Change | 1988 | 1989 | 1990 |
| January | 905.2 | 936.0 | 802.6 | -14.3 | 919.9 | 951.2 | 815.7 | -14.2 | 44 | 46 | 39R |
| February | 931.0 | 925.1 | 835.8R | - 9.7 | 922.7 | 916.8 | 828.3R | - 9.7 | 44 | 44 | 40 |
| March | 962.3 | 889.2 | 809.8P | - 8.9 | 957.5 | 883.9 | 805.0P | - 8.9 | 45 | 41 | 37P |
| April | 971.8 | 850.0 | | | 973.7 | 852.6 | | | 46 | 41 | |
| May | 951.5 | 837.5 | | | 969.9 | 854.6 | | | 46 | 41 | |
| June | 989.5 | 829.2 | | | 986.5 | 826.7 | | | 52 | 43 | |
| July | 972.6 | 843.2 | | | 945.2 | 818.6 | | | 51 | 43 | |
| August | 1,006.6 | 847.9 | | | 967.9 | 815.3 | | | 48 | 40 | |
| September | 1,004.0 | 824.2 | | | 971.0 | 797.1 | | | 45 | 37 | |
| October | 935.5 | 793.0 | | | 946.9 | 803.4 | | | 42 | 35 | |
| November | 898.3 | 758.2 | | | 947.6 | 799.8 | | | 44 | 37 | |
| December | 932.5 | 749.1 | | | 949.6 | 762.8 | | | 49 | 38 | |

P - Preliminary R - Revised

(1) Since stocks represent paper to be printed in the future, the Day's Supply is calculated by dividing publishers stocks in tons by the projected consumption in the next following month.

The projected consumption is based on the assumption that the seasonal adjusted rate in the coming month will be equal to the average of the two preceding months.

SOURCE: American Newspaper Publishers Association.

| | OPERATING RATES | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | UNITED STATES | | | CANADA | | | NORTH AMERICA | | |
| | 1988 | 1989 | 1990 | 1988 | 1989 | 1990 | 1988 | 1989 | 1990 |
| January | 95.9 | 97.2 | 97.6 | 99 | 99 | 94 | 98.0 | 98.0 | 95.2 |
| February | 98.5 | 94.3 | 99.2 | 102 | 100 | 94 | 100.4 | 97.8 | 96.1 |
| March | 98.1 | 98.5 | 96.9 | 101 | 95 | 95 | 100.1 | 96.5 | 94.8 |
| April | 98.8 | 97.5 | | 99 | 95 | | 98.7 | 95.7 | |
| May | 98.8 | 96.0 | | 100 | 96 | | 99.6 | 95.9 | |
| June | 97.5 | 97.3 | | 99 | 95 | | 98.1 | 95.9 | |
| July | 94.5 | 98.0 | | 96 | 96 | | 95.5 | 96.4 | |
| August | 97.8 | 96.0 | | 100 | 98 | | 99.0 | 97.0 | |
| September | 97.8 | 98.4 | | 96 | 94 | | 96.4 | 95.7 | |
| October | 97.6 | 96.1 | | 100 | 98 | | 99.2 | 97.1 | |
| November | 98.1 | 96.4 | | 98 | 97 | | 98.3 | 96.5 | |
| December | 100.6 | 97.5 | | 99 | 94 | | 99.5 | 95.0 | |
| 3 MONTHS | 97.4 | 96.7 | 97.2 | 101 | 98 | 94 | 99.5 | 97.4 | 95.4 |
| TOTAL YEAR | 97.8 | 96.9 | | 99 | 96 | | 98.6 | 96.5 | |

SOURCE: Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp and Paper Association.

# NEWSPRINT SHIPMENTS BY DESTINATION



(In Thousands of Metric Tonnes)

| YEAR | NORTH-EAST | EAST NORTH CENTRAL | WEST NORTH CENTRAL | SOUTH ATLANTIC | EAST SOUTH CENTRAL | WEST SOUTH CENTRAL | MOUNTAIN | PACIFIC | TOTAL DOMESTIC SHIPMENTS |
|---|---|---|---|---|---|---|---|---|---|
| United States | | | | | | | | | |
| 1979 | 446 | 202 | 187 | 614 | 318 | 884 | 186 | 765 | 3,602 |
| 1980 | 468 | 238 | 193 | 813 | 325 | 940 | 222 | 859 | 4,058 |
| 1981 | 459 | 241 | 196 | 885 | 321 | 1,018 | 260 | 1,072 | 4,452 |
| 1982 | 453 | 269 | 178 | 801 | 314 | 1,008 | 238 | 990 | 4,251 |
| 1983 | 461 | 295 | 183 | 920 | 302 | 1,035 | 242 | 971 | 4,409 |
| 1984 | 487 | 297 | 160 | 1,042 | 315 | 1,136 | 266 | 1,104 | 4,807 |
| 1985 | 489 | 292 | 151 | 1,069 | 310 | 1,060 | 243 | 1,034 | 4,648 |
| 1986 | 538 | 304 | 154 | 1,117 | 322 | 974 | 277 | 1,091 | 4,777 |
| 1987 | 560 | 311 | 151 | 1,210 | 347 | 994 | 288 | 1,165 | 5,026 |
| 1988 | 553 | 303 | 133 | 1,232 | 353 | 999 | 271 | 1,189 | 5,033 |
| 1989 | 558 | 334 | 138 | 1,229 | 341 | 977 | 277 | 1,176 | 5,030 |
| Canada | | | | | | | | | |
| 1979 | 1,974 | 1,813 | 480 | 755 | 132 | 73 | 229 | 915 | 6,371 |
| 1980 | 2,017 | 1,691 | 437 | 658 | 151 | 73 | 203 | 888 | 6,118 |
| 1981 | 2,099 | 1,683 | 427 | 689 | 161 | 60 | 210 | 732 | 6,061 |
| 1982 | | | | | | | | | 5,584R |
| 1983 | | | | | | | | | 5,969R |
| 1984 | | | | SEE NOTE BELOW | | | | | 6,500R |
| 1985 | | | | | | | | | 6,593R |
| 1986 | | | | | | | | | 6,672R |
| 1987 | | | | | | | | | 7,073R |
| 1988R | 2,444 | 1,628 | 547 | 807 | 205 | 184 | 275 | 899 | 6,989R |
| 1989 | 2,257 | 1,568 | 508 | 854 | 193 | 208 | 263 | 900 | 6,751 |
| North America | | | | | | | | | |
| 1979 | 2,420 | 2,015 | 667 | 1,369 | 450 | 957 | 415 | 1,680 | 9,973 |
| 1980 | 2,485 | 1,929 | 630 | 1,471 | 476 | 1,013 | 425 | 1,747 | 10,176 |
| 1981 | 2,558 | 1,924 | 623 | 1,574 | 482 | 1,078 | 470 | 1,804 | 10,513 |
| 1982 | | | | | | | | | 9,835R |
| 1983 | | | | | | | | | 10,378R |
| 1984 | | | | SEE NOTE BELOW | | | | | 11,307R |
| 1985 | | | | | | | | | 11,241R |
| 1986 | | | | | | | | | 11,449R |
| 1987 | | | | | | | | | 12,099R |
| 1988R | 2,997 | 1,931 | 680 | 2,039 | 558 | 1,183 | 546 | 2,088 | 12,022 |
| 1989 | 2,815 | 1,902 | 646 | 2,083 | 534 | 1,185 | 540 | 2,076 | 11,781 |

SOURCE: Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp & Paper Association.
NOTE: Canadian shipments have been revised back to 1982 (see page 10). Years 1988 and 1989 have been revised to reflect these changes. The detail in years 1982-1987 will be revised in a later issue.

R - REVISED

NEWSPER001:007CHT.WP

# NORTH AMERICAN

## NEWSPRINT SHIPMENTS BY DESTINATION



(In Thousands of Metric Tonnes)

| REGION | QUARTER | UNITED STATES | | | CANADA (REVISED) | | | TOTAL NORTH AMERICA (REVISED) | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 1988 | 1989 | % CHG. | 1988 | 1989 | % CHG. | 1988 | 1989 | % CHG. |
| New England | 1 Q | 41.7 | 39.5 | -5.3 | 140.3 | 130.1 | -7.3 | 182.0 | 169.6 | -6.8 |
| | 2 Q | 45.9 | 45.3 | -1.3 | 160.2 | 148.4 | -7.4 | 206.1 | 193.7 | -6.0 |
| | 3 Q | 48.2 | 44.1 | -8.5 | 171.4 | 146.6 | -14.5 | 219.6 | 190.7 | -13.2 |
| | 4 Q | 49.8 | 50.2 | +10.8 | 165.8 | 152.2 | -8.2 | 215.6 | 202.4 | -6.1 |
| | Year | 185.6 | 179.1 | -3.5 | 637.7 | 577.3 | -9.5 | 823.3 | 756.4 | -8.1 |
| Middle Atlantic | 1 Q | 90.0 | 84.8 | -5.8 | 461.8 | 408.3 | -11.6 | 551.8 | 493.1 | -10.6 |
| | 2 Q | 94.9 | 94.1 | -0.8 | 434.1 | 414.9 | -4.4 | 529.0 | 509.0 | -3.8 |
| | 3 Q | 88.4 | 97.2 | +10.0 | 438.4 | 419.8 | -4.2 | 526.8 | 517.0 | -1.9 |
| | 4 Q | 93.5 | 102.5 | +9.6 | 471.8 | 436.3 | -7.5 | 565.1 | 538.8 | -4.7 |
| | Year | 366.8 | 378.6 | +3.2 | 1,806.1 | 1,679.3 | -7.0 | 2,172.9 | 2,057.9 | -5.3 |
| East North Central | 1 Q | 71.8 | 80.4 | +12.0 | 409.0 | 386.2 | -5.6 | 480.8 | 466.6 | -3.0 |
| | 2 Q | 72.9 | 79.6 | +9.2 | 399.7 | 371.6 | -7.0 | 472.6 | 451.2 | -4.5 |
| | 3 Q | 78.2 | 81.1 | +3.7 | 413.8 | 401.4 | -3.0 | 492.0 | 482.5 | -1.9 |
| | 4 Q | 80.4 | 93.2 | +15.9 | 405.6 | 409.1 | +0.9 | 486.0 | 502.3 | +3.4 |
| | Year | 303.3 | 334.3 | +10.2 | 1,628.1 | 1,568.3 | -3.7 | 1,931.4 | 1,902.6 | -1.5 |
| West North Central | 1 Q | 34.2 | 29.4 | -14.0 | 134.7 | 115.0 | -14.6 | 168.9 | 144.4 | +14.5 |
| | 2 Q | 33.5 | 35.8 | +6.9 | 135.9 | 123.7 | -9.0 | 169.4 | 159.5 | -5.8 |
| | 3 Q | 31.6 | 32.4 | +2.5 | 138.0 | 129.5 | -6.2 | 169.6 | 161.9 | -4.5 |
| | 4 Q | 33.6 | 40.6 | +20.8 | 137.8 | 139.4 | +1.2 | 171.4 | 180.0 | +5.0 |
| | Year | 132.9 | 138.2 | +4.0 | 546.4 | 507.6 | -7.1 | 679.3 | 645.8 | -4.9 |
| South Atlantic | 1 Q | 323.9 | 301.2 | -7.0 | 199.2 | 217.8 | +9.3 | 523.1 | 519.0 | -0.8 |
| | 2 Q | 312.5 | 299.6 | -4.1 | 210.2 | 219.6 | +4.5 | 522.7 | 519.2 | -0.7 |
| | 3 Q | 288.7 | 300.4 | +4.1 | 199.1 | 202.6 | +1.8 | 487.8 | 503.0 | +3.1 |
| | 4 Q | 307.1 | 327.5 | +6.6 | 198.9 | 214.2 | +7.7 | 506.0 | 541.7 | +7.1 |
| | Year | 1,232.2 | 1,228.7 | -0.3 | 807.4 | 854.2 | +5.8 | 2,039.6 | 2,082.9 | +2.1 |
| East South Central | 1 Q | 85.9 | 83.2 | -3.1 | 55.7 | 33.8* | -39.3 | 141.6 | 117.0 | -17.4 |
| | 2 Q | 93.0 | 79.9 | -14.1 | 48.8 | 54.5 | +11.7 | 141.8 | 134.4 | -5.2 |
| | 3 Q | 89.6 | 87.6 | -2.2 | 53.8 | 47.6 | -11.5 | 143.4 | 135.2 | -5.7 |
| | 4 Q | 84.9 | 90.4 | +6.5 | 46.7 | 56.7 | +21.4 | 131.6 | 147.1 | +11.8 |
| | Year | 353.4 | 341.1 | -3.5 | 205.0 | 192.6 | -6.0 | 558.4 | 533.7 | -4.4 |
| West South Central | 1 Q | 234.4 | 242.3 | +3.4 | 38.5 | 51.9 | +34.8 | 272.9 | 294.2 | +7.8 |
| | 2 Q | 247.5 | 221.7 | -10.4 | 48.3 | 53.7 | +11.2 | 295.8 | 275.4 | -6.9 |
| | 3 Q | 254.0 | 253.7 | -0.1 | 39.2 | 44.6 | +13.8 | 293.2 | 298.3 | +1.7 |
| | 4 Q | 263.4 | 258.9 | -1.7 | 58.4 | 58.3 | -0.2 | 321.8 | 317.2 | -1.4 |
| | Year | 999.3 | 976.6 | -2.3 | 184.4 | 208.5 | +13.1 | 1,183.7 | 1,185.1 | +0.1 |
| Mountain | 1 Q | 75.7 | 63.5 | -16.1 | 67.8 | 68.7 | +1.3 | 143.5 | 132.2 | -7.9 |
| | 2 Q | 71.4 | 73.3 | +2.7 | 66.9 | 63.5 | -5.1 | 138.3 | 136.8 | -1.1 |
| | 3 Q | 57.3 | 68.5 | +19.5 | 68.6 | 61.2 | -10.8 | 125.9 | 129.7 | +3.0 |
| | 4 Q | 67.0 | 71.4 | +6.6 | 71.9 | 69.8 | -2.9 | 138.9 | 141.2 | +1.7 |
| | Year | 271.4 | 276.7 | +2.0 | 275.2 | 263.2 | -4.4 | 546.6 | 539.9 | -1.2 |
| Pacific | 1 Q | 302.6 | 270.3 | -10.7 | 227.2 | 235.4 | +3.6 | 529.8 | 505.7 | -4.5 |
| | 2 Q | 304.3 | 298.8 | -1.8 | 229.1 | 216.1 | -5.7 | 533.4 | 514.9 | -3.5 |
| | 3 Q | 289.3 | 301.3 | +4.1 | 239.5 | 233.5 | -2.5 | 528.8 | 534.8 | +1.1 |
| | 4 Q | 292.2 | 305.8 | +4.7 | 202.9 | 215.2 | +6.1 | 495.1 | 521.0 | +5.2 |
| | Year | 1,188.4 | 1,176.2 | -1.0 | 898.7 | 900.2 | +0.2 | 2,087.1 | 2,076.4 | -0.5 |
| TOTAL DOMESTIC SHIPMENTS | 1 Q | 1,260.2 | 1,194.6 | -5.2 | 1,734.2 | 1,647.2 | -5.0 | 2,994.4 | 2,841.8 | -5.1 |
| | 2 Q | 1,275.9 | 1,228.1 | -3.7 | 1,733.2 | 1,666.0 | -3.9 | 3,009.1 | 2,894.1 | -3.8 |
| | 3 Q | 1,225.3 | 1,266.3 | +3.3 | 1,761.8 | 1,686.8 | -4.3 | 2,987.1 | 2,953.1 | -1.1 |
| | 4 Q | 1,271.9 | 1,340.5 | +5.4 | 1,759.8 | 1,751.2 | -0.5 | 3,031.7 | 3,091.7 | +2.0 |
| | Year | 5,033.3 | 5,029.5 | -0.1 | 6,989.0 | 6,751.2 | -3.4 | 12,022.3 | 11,780.7 | -2.0 |

SOURCE: Newsprint Division, American Paper Institute and Newsprint Section, Canadian Pulp & Paper Association

NEWSPER001:008CMT.WP

# NEWSPRINT HISTORICAL DATA

(THOUSANDS OF METRIC TONNES)



| YEAR | CAPACITY | PRODUCTION | SHIPMENTS TO UNITED STATES | SHIPMENTS TO CANADA | SHIPMENTS TO OTHER MARKETS | SHIPMENTS TOTAL | INVENTORY END OF YEAR | IMPORTS FROM OVERSEAS |
|---|---|---|---|---|---|---|---|---|
| | | | UNITED STATES | | | | | |
| 1979 | 3,809 | 3,685 | 3,602 | - | 87 | 3,689 | 16 | 132 |
| 1980 | 4,418 | 4,239 | 4,058 | - | 176 | 4,234 | 21 | 123 |
| 1981 | 4,951 | 4,752 | 4,452 | - | 283 | 4,735 | 38 | 36 |
| 1982 | 5,129 | 4,574 | 4,251 | - | 275 | 4,526 | 86 | 42 |
| 1983 | 5,238 | 4,687 | 4,409 | - | 765 | 4,674 | 99 | 67 |
| 1984 | 5,308 | 5,025 | 4,807 | - | 258 | 5,065 | 60 | 193 |
| 1985 | 5,300 | 4,924 | 4,648 | - | 279 | 4,927 | 57 | 333 |
| 1986 | 5,315 | 5,107 | 4,777 | - | 338 | 5,115 | 49 | 301 |
| 1987 | 5,449 | 5,300 | 5,026 | - | 284 | 5,310 | 36 | 356 |
| 1988 | 5,547 | 5,427 | 5,033 | - | 382 | 5,415 | 48 | 275 |
| 1989 | 5,697 | 5,523 | 5,030 | - | 485 | 5,515 | 56 | 202 |
| | | | CANADA | | | | | |
| 1979 | 9,063 | 8,756 | 6,371 | 971 | 1,437 | 8,779 | 162 | - |
| 1980 | 9,130 | 8,625 | 6,118 | 980 | 1,524 | 8,622 | 165 | - |
| 1981 | 9,490 | 8,950 | 6,061 | 1,045 | 1,809 | 8,915 | 194 | - |
| 1982 | 9,922 | 8,097 | 5,584 | 934 | 1,525 | 8,043 | 256 | - |
| 1983 | 9,881 | 8,414 | 5,969 | 963 | 1,436 | 8,368 | 303 | - |
| 1984 | 9,715 | 8,917 | 6,500 | 1,059 | 1,363 | 8,922 | 297 | - |
| 1985 | 9,724 | 8,890 | 6,593 | 1,016 | 1,290 | 8,899 | 288 | - |
| 1986 | 9,799 | 9,202 | 6,672 | 1,096 | 1,446 | 9,214 | 276 | - |
| 1987 | 9,854 | 9,630 | 7,073 | 1,158 | 1,487 | 9,718 | 189 | - |
| 1988 | 9,945 | 9,840 | 6,989 | 1,198 | 1,553 | 9,740 | 288 | - |
| 1989 | 10,020 | 9,640 | 6,751 | 1,141 | 1,714 | 9,606 | 321 | - |
| | | | NORTH AMERICA | | | | | |
| 1979 | 12,872 | 12,441 | 9,973 | 971 | 1,524 | 12,468 | 178 | 132 |
| 1980 | 13,548 | 12,864 | 10,176 | 980 | 1,700 | 12,856 | 186 | 123 |
| 1981 | 14,441 | 13,702 | 10,513 | 1,045 | 2,092 | 13,650 | 232 | 36 |
| 1982 | 15,051 | 12,671 | 9,835 | 934 | 1,800 | 12,569 | 342 | 42 |
| 1983 | 15,119 | 13,101 | 10,378 | 963 | 1,701 | 13,042 | 402 | 67 |
| 1984 | 15,023 | 13,942 | 11,307 | 1,059 | 1,621 | 13,987 | 357 | 193 |
| 1985 | 15,024 | 13,814 | 11,241 | 1,016 | 1,569 | 13,826 | 345 | 333 |
| 1986 | 15,114 | 14,309 | 11,449 | 1,096 | 1,784 | 14,329 | 325 | 301 |
| 1987 | 15,303 | 14,930 | 12,099 | 1,158 | 1,771 | 15,028 | 225 | 356 |
| 1988 | 15,492 | 15,267 | 12,022 | 1,198 | 1,935 | 15,155 | 336 | 275 |
| 1989 | 15,717 | 15,163 | 11,781 | 1,141 | 2,199 | 15,121 | 377 | 202 |

P - Preliminary  N.A. - Not Available  E - Estimate

Source: Media Records, Department of Commerce, Editor and Publisher, API and Bureau of Census

(1) Figures were revised as of 1980 Census. Total revised series is not available at this time.

| YEAR | ANPA SURVEY OF NEWSPAPER PUBLISHERS STOCK END OF YEAR | U.S. ESTIMATED CONSUMPTION: ANPA (525) STATISTICAL SAMPLE | U.S. ESTIMATED CONSUMPTION: DAILY NEWSPAPERS | U.S. ESTIMATED CONSUMPTION: - ALL USERS - AS REPORTED | U.S. ESTIMATED CONSUMPTION: - ALL USERS - 48.8 G/M$^2$ | TONNAGE LOSS DUE TO NEWSPAPER STRIKES |
|---|---|---|---|---|---|---|
| 1979 | 628 | 6,673 | 7,878 | 10,199 | 10,205 | 3 |
| 1980 | 732 | 6,581 | 7,789 | 10,088 | 10,134 | - |
| 1981 | 961 | 6,506 | 7,813 | 10,164 | 10,219 | - |
| 1982 | 854 | 6,358 | 7,607 | 10,096 | 10,157 | 2 |
| 1983 | 790 | 6,638 | 7,898 | 10,529 | 10,604 | - |
| 1984 | 874 | 7,075 | 8,532 | 11,349 | 11,419 | - |
| 1985 | 910 | 7,199 | 8,725 | 11,508 | 11,572 | 21 |
| 1986 | 849 | 7,422 | 8,865 | 11,873 | 11,943 | - |
| 1987 | 900 | 7,606 | 9,125 | 12,303 | 12,375 | - |
| 1988 | 932 | 7,548 | 9,050 | 12,244 | 12,338 | - |
| 1989 | 749 | 7,546 | 9,139 | 12,241R | 12,343R | |

UNITED STATES NEWSPAPERS

| YEAR | ADVERTISING % OF TOTAL PAGES | CIRCULATIONS: U.S. HOUSEHOLDS (000'S) | CIRCULATIONS: NEWSPAPER CIRCULATIONS (MILLIONS) DAILY | CIRCULATIONS: NEWSPAPER CIRCULATIONS (MILLIONS) SUNDAY | CIRCULATIONS PER HOUSEHOLD DAILY | CIRCULATIONS PER HOUSEHOLD SUNDAY |
|---|---|---|---|---|---|---|
| 1979 | 63.7 | 77,330 | 62.2 | 54.4 | 0.80 | 0.70 |
| 1980 | 62.6 | 80,776(1) | 62.2 | 54.7 | 0.77 | 0.68 |
| 1981 | 62.3 | 82,368 | 61.4 | 55.2 | 0.75 | 0.67 |
| 1982 | 62.2 | 83,527 | 62.5 | 56.3 | 0.75 | 0.67 |
| 1983 | 62.5 | 83,918 | 62.6 | 56.7 | 0.75 | 0.68 |
| 1984 | 63.0 | 85,407 | 63.1 | 57.5 | 0.74 | 0.67 |
| 1985 | 62.8 | 86,789 | 62.8 | 58.8 | 0.72 | 0.68 |
| 1986 | 62.2 | 88,458 | 62.5 | 58.9 | 0.71 | 0.67 |
| 1987 | 62.0 | 89,697 | 62.8 | 62.8 | 0.70 | 0.70 |
| 1988 | N.A. | 90,912 | 63.0P | 62.9P | 0.69 | 0.69 |
| 1989 | N.A. | 92,126 | | | | |

OLD NEWSPAPERS RECYCLED

| YEAR | METRIC TONNES: IN THE U.S. FOR NEWSPRINT | METRIC TONNES: IN THE U.S. TOTAL | METRIC TONNES: EXPORTS | METRIC TONNES: TOTAL | SHORT TONS: TOTAL |
|---|---|---|---|---|---|
| 1980 | 773 | 2,598 | 457 | 3,055 | 3,368 |
| 1981 | 811 | 2,587 | 430 | 3,017 | 3,326 |
| 1982 | 967 | 2,697 | 415 | 3,112 | 3,431 |
| 1983 | 940 | 2,714 | 471 | 3,185 | 3,511 |
| 1984 | 1,141 | 2,898 | 554 | 3,452 | 3,805 |
| 1985 | 1,190 | 2,926 | 617 | 3,543 | 3,905 |
| 1986 | 1,238 | 3,191 | 737 | 3,928 | 4,330 |
| 1987 | 1,257 | 3,259 | 855 | 4,114 | 4,535 |
| 1988 | 1,298 | 3,370 | 984 | 4,354 | 4,800 |
| 1989 | 1,359 | 3,504 | | | |

R - Revised

NEWSPER001.013CHT.WP

## FORECASTS OF U.S. ECONOMY

### GROSS NATIONAL PRODUCT

(BILLIONS OF CONSTANT (1982) DOLLARS - SEASONALLY ADJUSTED)

| SOURCE | 1990 | | | | 1991 | | | | ANNUAL | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1990 | 1991 |
| Merrill Lynch - April 9, 1990<br>% Chg. vs. Next Preceding Qtr. Annual Basis | +2.4 | +2.7 | +2.1 | +1.5 | +1.7 | +2.1 | | | +2.2 | +2.0 |
| The Conference Board -<br>% Chg. vs. Next Preceding Qtr. Annual Basis | | | | | | | | | | |
| Data Resources Inc. - March, 1990<br>% Chg. vs. Next Preceding Qtr. Annual Basis | 4,182.0<br>+0.9 | 4,214.1<br>+3.1 | 4,237.7<br>+2.3 | 4,262.8<br>+2.4 | 4,293.5<br>+2.9 | 4,322.0<br>+2.7 | 4,349.0<br>+2.5 | 4,373.6<br>+2.3 | 4,224.2<br>+1.9 | 4,334.5<br>+2.6 |
| WEFA Group -<br>% Chg. vs. Next Preceding Qtr. Annual Basis | | | | | | | | | | |

| ACTUAL - 1989 | | | | | ACTUAL - 1990 | | | |
|---|---|---|---|---|---|---|---|---|
| | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. |
| Annual GNP for 1987 - 3,853.7 | | | | | | | | |
| Annual GNP for 1988 - 4,024.4 | | | | | | | | |
| Annual GNP for 1989 - 4,144.1R | 4,106.8 | 4,132.5 | 4,162.9 | 4,174.1R | | | | |

R - Revised

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## ADVERTISING EXPENDITURES BY MEDIA - PERCENT OF TOTAL

| | PRINT | | | | | | | OTHER | | |
|---|---|---|---|---|---|---|---|---|---|---|
| YEAR | NEWSPAPERS | MAGAZINES | BUSINESS PAPERS | DIRECT MAIL | YELLOW PAGES | OUTDOOR | TOTAL PRINT(1) | TELEVISION | RADIO | OTHER* |
| 1980 | 27.6 | 5.9 | 3.1 | 14.2 | 5.4 | 1.1 | 57.3R | 21.4 | 6.9 | 14.4R |
| 1981 | 27.4 | 5.8 | 3.0 | 14.8 | 5.5 | 1.1 | 57.6R | 21.2 | 7.0 | 14.2R |
| 1982 | 26.6 | 5.6 | 2.8 | 15.5 | 5.7 | 1.1 | 57.3R | 22.0 | 7.0 | 13.7R |
| 1983 | 27.1 | 5.6 | 2.6 | 15.5 | 5.8 | 1.1 | 57.7R | 22.1 | 6.9 | 13.3R |
| 1984 | 26.8 | 5.6 | 2.6 | 15.7 | 5.6 | 1.0 | 57.3R | 22.6 | 6.6 | 13.5R |
| 1985 | 26.6 | 5.4 | 2.5 | 16.4 | 6.1 | 1.0 | 58.0R | 22.2 | 6.8 | 13.0R |
| 1986 | 26.4 | 5.2 | 2.3 | 16.8 | 6.4 | 1.0 | 58.1R | 22.4 | 6.8 | 12.7R |
| 1987 | 26.8 | 5.1 | 2.3 | 17.4 | 6.7 | 0.9 | 59.2R | 21.8 | 6.6 | 12.4R |
| 1988 | 26.4 | 5.2 | 2.2 | 17.9 | 6.6 | 0.9 | 59.2R | 21.7 | 6.6 | 12.5R |
| 1989(E) | 26.0 | 5.4 | 2.2 | 17.8 | 6.7 | 0.9 | 59.0 | 21.8 | 6.7 | 12.5 |

* - Including Farm Publications
(1) - Includes Yellow Pages - formerly in other
R - Revised
P - Preliminary
Source: Robert J. Coen, McCann Erickson, Inc.

NEWSPER001:01ACHT.WP

# OVERSEAS NEWSPRINT STATISTICS

(In Thousands of Metric Tonnes)

(Not Seasonally Adjusted)

| | NORWAY | | | | FINLAND | | | | SWEDEN | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | TOTAL SHIPMENTS | | | | TOTAL SHIPMENTS | | | | TOTAL SHIPMENTS | | | |
| | 1989 | 1990 | % Change | Ship % of Cap 1990 | 1989 | 1990 | % Change | Ship % of Cap 1990 | 1989 | 1990 | % Change | Ship % of Cap 1990 |
| January | 68.8 | | | | 80.6 | | | | 124.5 | | | |
| February | 74.2 | | | | 85.0 | | | | 156.5 | | | |
| March | 80.1 | | | | 105.3 | | | | 183.6 | | | |
| April | 66.3 | | | | 93.5 | | | | 177.4 | | | |
| May | 92.0 | | | | 104.1 | | | | 204.1 | | | |
| June | 54.2 | | | | 94.3 | | | | 190.1 | | | |
| July | 72.3 | | | | 94.7 | | | | 172.8 | | | |
| August | 86.5 | | | | 101.6 | | | | 206.3 | | | |
| September | 67.0 | | | | 101.7 | | | | 187.8 | | | |
| October | 75.0 | | | | 101.4 | | | | 167.3 | | | |
| November | 73.3 | | | | 101.7 | | | | 192.9 | | | |
| December | 71.8 | | | | 105.0 | | | | 188.2 | | | |
| TOTAL YEAR | 881.5 | | | | 1,168.9 | | | | 2,151.5 | | | |

| | SHIPMENTS TO THE UNITED STATES | | | | | |
|---|---|---|---|---|---|---|
| | NORWAY | | FINLAND | | SWEDEN | |
| | 1989 | 1990 | 1989 | 1990 | 1989 | 1990 |
| January | 5.0 | | 0.5 | | 6.4 | |
| February | 0.0 | | 0.2 | | 13.1 | |
| March | 4.0 | | 0.3 | | 5.7 | |
| April | 2.2 | | 0.9 | | 10.2 | |
| May | 4.0 | | 0.3 | | 20.9 | |
| June | 0.0 | | 0.2 | | 2.2 | |
| July | 6.5 | | 0.2 | | 12.2 | |
| August | 2.2 | | 0.0 | | 16.0 | |
| September | 4.0 | | 0.3 | | 6.2 | |
| October | 0.0 | | 0.3 | | 0.1 | |
| November | 8.5 | | 0.0 | | 12.3 | |
| December | 4.2 | | 0.2 | | 8.3 | |
| TOTAL YEAR | 40.6 | | 2.8 | | 113.6 | |

SOURCE: SCANNEWS

| COUNTRY | ANNUAL CAPACITY (000 Metric Tonnes) 1988 | 1989 | 1990 | 1991 | 1992 | 1993 |
|---|---|---|---|---|---|---|
| **Europe** | | | | | | |
| Scandinavia | | | | | | |
| Finland | 1,381 | 1,378 | 1,467 | 1,532 | 1,563 | 1,587 |
| Norway | 924 | 924 | 909 | 910 | 920 | 925 |
| Sweden | 2,380 | 2,572 | 2,645 | 2,592 | 2,621 | 2,668 |
| Austria | 280 | 280 | 339 | 555 | 555 | 555 |
| Belgium-Luxem | 115 | 120 | 120 | 120 | 120 | 120 |
| France | 360 | 369 | 416 | 635 | 818 | 871 |
| Germany, Fed. Rep. | 956 | 1,001 | 1,082 | 1,117 | 1,137 | 1,147 |
| Italy | 260 | 250 | 250 | 250 | 250 | 250 |
| Netherlands | 310 | 340 | 363 | 378 | 376 | 376 |
| Spain | 165 | 170 | 231 | 237 | 382 | 394 |
| Switzerland | 270 | 280 | 280 | 280 | 280 | 280 |
| United Kingdom | 520 | 621 | 768 | 790 | 820 | 826 |
| Total Above Europe | 7,921 | 8,305 | 8,870 | 9,396 | 9,842 | 9,999 |
| **Africa** | | | | | | |
| South Africa | 440 | 440 | 440 | 440 | 440 | 440 |
| **Asia** | | | | | | |
| China | 540 | 570 | 590 | 590 | 590 | 590 |
| India | 360 | 360 | 360 | 390 | 405 | 405 |
| Indonesia | 180 | 180 | 180 | 230 | 230 | 230 |
| Japan | 3,260 | 3,535 | 3,685 | 3,685 | 3,685 | 3,685 |
| Korea, Rep. of | 380 | 410 | 541 | 541 | 541 | 541 |
| Total Above Asia | 4,720 | 5,055 | 5,356 | 5,436 | 5,451 | 5,451 |
| **Oceania** | | | | | | |
| Australia | 440 | 440 | 423 | 430 | 430 | 430 |
| New Zealand | 340 | 340 | 340 | 365 | 385 | 385 |
| Total Above Oceania | 780 | 780 | 763 | 795 | 815 | 815 |
| **South America** | | | | | | |
| Argentina | 240 | 240 | 240 | 240 | 240 | 240 |
| Brazil | 260 | 260 | 267 | 388 | 484 | 508 |
| Chile | 195 | 195 | 204 | 220 | 228 | 228 |
| Mexico | 420 | 420 | 420 | 480 | 520 | 520 |
| Venezuela | 0 | 0 | 0 | 0 | 150 | 200 |
| Total S.America | 1,115 | 1,115 | 1,131 | 1,328 | 1,622 | 1,696 |
| TOTAL ABOVE COUNTRIES | 14,976 | 15,695 | 16,560 | 17,395 | 18,170 | 18,401 |

ANNOUNCED CAPACITY CHANGES

| Country | Company/Location | Date | Annual (000) Metric Tonnes | Comments |
|---|---|---|---|---|
| Finland | Kajaani Oy/Kajaani | 1988 | +5 | Rebuild |
| | Rauma Repola/Rauma | 1989 | (70) | Conv. to other grades |
| | Enso-Gutzeit Oy/Summa | 1989 | 60 | Rebuild |
| | United Paper Mills/Kaipola | Fall '89 | 200 | New machine (Net 180) |
| | Tampella/Anjala Mill | 1990 | (80) | |
| Norway | A/S Follum/Honefoss | 1988 | 40 | Machine Modernization |
| | A/S Follum/Honefoss | 1990 | 30 | Machine Modernization |
| | Union A/S / Skotfoss | June '88 | (40) | Machine Shutdown |
| | Norske Skogindustrier/Skogn | 1991 | 100 | Mach.Rebld./Modernzn. |
| Sweden | Stora Kopparbergs/Kvarnsveden | May '88 | 215 | New Machine |
| | Stora Kopparbergs/Kvarnsveden | May '88 | (60) | Closures-3 old mach. |
| | Hylte Bruk/South-East Sweden (Hylte) | March '89 | 210 | New Mill-Owned 75% by Stora and 25% by Feldmuhle |
| | SCA/Ortviken | Mid '90 | (100) | PM #1 to LWC |
| | | | 20 | PM #4 - Rebuild |
| | Holmen Bruk-Braviken Mill/ Norrkoping | '91 or '92 | 240 | New Machine |
| Austria | Steyrermuehl Papierfabriks AG/ Steyrermuehl | Spring '90 | 280 | New Machine |
| | Steyrermuehl Papierfabriks AG/ Steyrermuehl | Spring '90 | (130) | 2 Mach. Shutdowns |
| France | Norske Skogindustrievas/Golbey | Late '91 | 220 | New Mill |
| | United Paper Mills (STRACEL)/ Strasbourg | Late '90 | 225 | New Machine |
| Germany, Fed.Rep. | Heindl/Schongau | Early '90 | 225 | New Machine - 135 net |
| India | Hindusten/Kumerhagn | 1991 | +5 | New Machine |
| Korea | Chonju/Chonju | July 1989 | 170 | New Machine - 130 net Conv. 2 machines to other grades |
| Spain | Papelera Espanola/Renteria | 1987/89 | 50 | |
| | Papelera Peninsular/Madrid | 1989 | 30 | Modernization |
| | Papelera Espenola/N.A. | 1992 | 200 | New Mill |
| U.Kingdom | North British Newsprint Gartcosh, Scotland | Late '89/90 | 140 | New Mill |
| | Shotton/North Wales | Sept. 1989 | 220 | New Machine |
| China | Jilin Paper/Tumen | 1988 | 60 | Machine Purchase |
| | Shi Xiang/Tumen | Early '88 | 40 | Machine Purchase |
| | Yalvjiang/Dandong | Mid '89 | 40 | Machine Purchase |
| | Nanping Paper Mill/Nanping | 1989 | +5 | Rebuild #3 & #4 |
| Japan | Daishowa/Yoshinaga | Jan. 1988 | 50 | Switch from Other Grades |
| | Oji/Tomakomai | Feb. '88 | 120 | No. 11 Machine |
| | Chuetsu/Fuetsuka | Apr. '88 | 90 | (Net) New Machine |
| | Marsumi/Ohe | April '88 | 180 | New Machine |
| | Marsumi/Kawanue | April '88 | (70) | Machine Shutdown |
| | Taio/Mishima | July '88 | 120 | New Machine |
| | Oji/Tomakomai | 1988 | 74 | |
| | Jujo/Ishinomaki | April '89 | 145 | New Machine |
| | Sanyo-Kokusaku-Yufutsu Mill/ Hokkaido Island | Nov. '89 | 120 | New Machine |
| Taiwan | Taiwan Chung Hsing/I-Lan | 1988 | 40 | New Machine |
| Argentina | Papel Tucumen/Lules | Late '88 | 22 | New Machine |
| Venezuela | Abitibi-Price Inc. and Bowater Inc. (Orinoco Pulp)/ Ciudad Guayana | Mid '92 | 300 | New Mill |

Source: FAO, EPI, and CPPA

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## ANNUAL NEWSPRINT CAPACITY INFORMATION



(THOUSANDS OF METRIC TONNES)

| | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| United States (API) (1) | 5,129 | 5,238 | 5,308 | 5,300 | 5,315 | 5,449 | 5,547 | 5,697 | 6,176 | 6,462 | 6,605 | 6,678 |
| Canada (CPPA) (2) | 9,922 | 9,881 | 9,715 | 9,724 | 9,799 | 9,854 | 9,945 | 10,020 | 10,070 | 10,600 | 10,900 | 11,050 |
| Total | 15,051 | 15,119 | 15,023 | 15,024 | 15,114 | 15,303 | 15,492 | 15,717 | 16,246 | 17,062 | 17,505 | 17,728 |
| % Change | | +0.5 | -0.6 | +0.0 | +0.6 | +1.3 | +1.2 | +1.5 | +3.4 | +5.0 | +2.6 | +1.3 |

(1) Based on data compiled in API Capacity Survey issued December, 1989 plus subsequent revisions announced since that time.
(2) Canadian Pulp and Paper Association - As of January - 1990, plus subsequent revisions announced since that time.

## ANNOUNCED CAPACITY CHANGES

### UNITED STATES MILLS

| COMPANY | LOCATION | DATE | COMMENTS | NEWSPRINT | OTHER | TOTAL |
|---|---|---|---|---|---|---|
| Newsprint South | Grenada, MS | July '89 | New Mill | 205,000 | - | 205,000 |
| Southeast | Dublin, GA | Sept. '89 | New Machine | 195,000 | - | 195,000 |
| Ponderay | USK, WA | Late '89 | New Mill | 163,000 | - | 163,000 |
| Alabama River | Claiborne, AL | 3rd Qtr. '90 | New Mill | 220,000 | - | 220,000 |
| North Pacific | Longview, WA | April '91 | New Machine | 230,000 | - | 230,000 |

### CANADIAN MILLS

| | | | | | | |
|---|---|---|---|---|---|---|
| Abitibi-Price | Alma, QUE | 1988 | Conversion of machine (#9) from Newsprint to Uncoated Groundwood | (-45,000) | 45,000 | 0 |
| MacMillan Bloedel | Powell River, B.C. | Jan. '88 | Upgrade (#8) machine idle since 1985 | 65,000 | - | 65,000 |
| F.F. Soucy | Riviere-Du-Loupe | Late '88 | Rebuild-#2 machine | 20,000 | - | 20,000 |
| James Maclaren | Masson, QUE | 1988 - 1990 | #3 machine improvements | 30,000 | - | 30,000 |
| Abitibi-Price | Alma, QUE | Feb. '89 | Conversion of machine (#10) from Newsprint to Uncoated Groundwood | (-55,000) | +5,000 | (-10,000) |
| Donohue | Clermont, QUE | 1989 | Shutdown of #2 machine | (-40,000) | - | (-40,000) |
| Kruger | Cornerbrook, NFLD | 1989 | Rebuilds | 50,000 | - | 50,000 |
| Fletcher Challenge | Crofton, B.C. | 1989 | Improvements | 35,000 | - | 35,000 |
| Finlay Forest Ind. | Mackenzie, B.C. | Mar. '89 | New Machine | 180,000 | - | 180,000 |
| Fletcher Challenge | Elk Falls, BC | By 1989 | Expansion | 50,000 | - | 50,000 |
| Gold River Newsprint | Gold River, BC | Nov. '89 | New Mill | 230,000 | - | 230,000 |
| Stone Consolidated | Shawinigan, QUE | Nov. '89 | #5 machine shutdown | (-45,000) | - | (-45,000) |
| Bowater Mersey | Brooklyn, N.S. | Late '89 | Improvements | 50,000 | - | 50,000 |
| Abitibi-Price (1) | Kenogami Mill, Jonquiere, QUE | Jan. '90 | #4 machine shutdown | (-35,000) | - | (-35,000) |
| MacMillan Bloedel | Powell River, B.C. | Jan. '90 | #8 machine shutdown | (-40,000) | - | (-40,000) |
| Abitibi-Price | Grand Falls, NFLD | Mar. '90 | #6 machine shutdown | (-60,000) | - | (-60,000) |
| Alberta Newsprint | Whitecourt, ALTA | Aug. '90 | New Mill | 220,000 | - | 220,000 |
| Atlantic Packaging | Whitby, ONT | Oct. '90 | New Mill | 150,000 | - | 150,000 |
| Kruger | Three Rivers, QUE | Jan. '91 | New Machine - 180,000 - Conversion of of one machine to SC - Net 110,000 | 110,000 | 70,000 | 180,000 |
| Canadian Pacific | Thunder Bay, ONT | 1st Qtr. '91 | New machine - 240,000 - replacing 2 older machines of 180,000 - Net gain of 60,000 | 60,000 | - | 60,000 |
| Howe Sound | Port Mellon, B.C. | 2nd Qtr. '91 | New Machine | 200,000 | - | 200,000 |

(1) Change not included in Annual Capacity above.

## ANNOUNCED DEINKING CAPACITY CHANGES FOR NEWSPRINT

### UNITED STATES MILLS

| COMPANY | LOCATION | DATE | COMMENTS | CAPACITY | | |
|---|---|---|---|---|---|---|
| | | | | TONS/DAY | DAYS(E) | TONNES/YEAR |
| Southeast | Dublin, GA | Sept. '89 | | | | 195,000 |
| Augusta Newsprint | Augusta, GA | 4th Qtr. '90 | Cost $27 million | 250 | 360 | 90,000 |
| North Pacific | Longview, WA | April '91 | | | | 230,000 |
| Bowater | Calhoun, TN | Dec. '91 | Cost $75 million | 272 | 360 | 98,000 |

### CANADIAN MILLS

| | | | | | | |
|---|---|---|---|---|---|---|
| Atlantic Packaging | Whitby, ONT | Oct. '90 | | | | 150,000 |
| Canadian Pacific<br>Canadian Pacific | Thunder Bay, ONT<br>Gatineau, QUE | Mid '91 | Cost $175 million | 275<br>500 | 356<br>356 | 98,000<br>178,000 |

E - Estimated